

MAIL TO:

STATE OF UTAH
DIVISION OF PURCHASING
3150 STATE OFFICE BUILDING, STATE CAPITOL
P.O. BOX 141061
SALT LAKE CITY, UTAH 84114-1061
TELEPHONE (801) 538-3026
www.purchasing.utah.gov

**Request for Proposal
Agency Contract**

Solicitation Number: **RM6009**
Due Date: **11/02/05 at 3:00 P.M.**
Date Sent: **October 7, 2005**

Goods and services to be purchased: **CONTRACT FOR A COMPARATIVE IMAGE AND AWARENESS STUDY**

Please complete

Company Name		Federal Tax Identification Number	
Ordering Address	City	State	Zip Code
Remittance Address (if different from ordering address)	City	State	Zip Code
Type <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Government	Company Contact Person		
Telephone Number (include area code)	Fax Number (include area code)		
Company's Internet Web Address	Email Address		
Discount Terms (for bid purposes, bid discounts less than 30 days will not be considered)	Days Required for Delivery After Receipt of Order (see attached for any required minimums)		
<p>The following documents are included in this solicitation: Solicitation forms, instructions and general provisions, and specifications. <u>Please review all documents carefully before completing.</u></p> <p>The undersigned certifies that the goods or services offered are produced, mined, grown, manufactured, or performed in Utah. Yes_____ No_____. If no, enter where produced, etc._____</p>			
Offeror's Authorized Representative's Signature		Date	
Type or Print Name		Position or Title	

STATE OF UTAH
DIVISION OF PURCHASING

Request for Proposal

Solicitation Number: RM6009
Due Date: 11/02/05

Vendor Name:

CONTRACT FOR A COMPARATIVE IMAGE AND AWARENESS STUDY PER THE ATTACHED RFP.

RX: 060 69T000000001
COMMODITY CODE: 96160

REQUEST FOR PROPOSAL - INSTRUCTIONS AND GENERAL PROVISIONS

1. PROPOSAL PREPARATION: (a) All prices and notations must be in ink or typewritten. (b) Price each item separately. Unit price shall be shown and a total price shall be entered for each item bid. (c) Unit price will govern, if there is an error in the extension. (d) Delivery time of services and products as proposed is critical and must be adhered to. (e) All products are to be of new, unused condition, unless otherwise requested in this solicitation. (f) Incomplete proposals may be rejected. (g) This proposal may not be withdrawn for a period of 60 days from the due date. (h) Where applicable, all proposals must include complete manufacturer's descriptive literature. (i) By signing the proposal the offeror certifies that all of the information provided is accurate, that they are willing and able to furnish the item(s) specified, and that prices offered are correct.

2. SUBMITTING THE PROPOSAL: (a) The proposal must be signed in ink, sealed, and delivered to the DIVISION OF PURCHASING (DIVISION), 3150 State Office Building, Capitol Hill, Salt Lake City, UT 84114-1061. **The "Solicitation Number" and "Due Date" must appear on the outside of the envelope.** (b) Proposals, modifications, or corrections received after the closing time on the "Due Date" will be considered late and handled in accordance with the Utah Procurement Rules, section 3-209. (c) **Your proposal will be considered only if it is submitted on the forms provided by the state. Facsimile transmission of proposals to DIVISION will not be considered.** (d) All prices quoted must be both F.O.B. Origin per paragraph 1.(c) and F.O.B. Destination. Additional charges including but not limited to delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, costs of bonds, or for any other purpose must be included in the proposal for consideration and approval by the Division of Purchasing & General Services (DIVISION). Upon award of the contract, the shipping terms will be F.O.B. Destination with all transportation and handling charges paid by the Contractor, unless otherwise specified by the DIVISION. No charge for delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, costs of bonds, or for any other purpose will be paid by the state unless specifically included in the proposal and accepted by DIVISION. (e) By signing the proposal the offeror certifies that all of the information provided is accurate and that he/she offers to furnish materials/services for purchase in strict accordance with the requirements of this proposal including all terms and conditions.

3. SOLICITATION AMENDMENTS: All changes to this solicitation will be made through written addendum only. Bidders are cautioned not to consider verbal modifications.

4. PROPRIETARY INFORMATION: Suppliers are required to mark any specific information contained in their bid which is not to be disclosed to the public or used for purposes other than the evaluation of the bid. Each request for non-disclosure must be accompanied by a specific justification explaining why the information is to be protected. Pricing and service elements of any proposal will not be considered proprietary. All material becomes the property of the state and may be returned only at the state's option. Proposals submitted may be reviewed and evaluated by any persons at the discretion of the state.

5. BEST AND FINAL OFFERS: Discussions may be conducted with offerors who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of assuring full understanding of, and responsiveness to, solicitation requirements. Prior to award, these offerors may be asked to submit best and final offers. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by a competing offeror.

6. SAMPLES: Samples, brochures, etc., when required, must be furnished free of expense to the state and if not destroyed by tests may, upon request made at the time the sample is furnished, be returned at the offeror's expense.

7. DIVISION APPROVAL: Contracts written with the State of Utah, as a result of this proposal, will not be legally binding without the written approval of the Director of the DIVISION.

8. AWARD OF CONTRACT: (a) The contract will be awarded with reasonable promptness, by written notice, to the responsible offeror whose proposal is determined to be the most advantageous to the state, taking into consideration price and evaluation factors set forth in the RFP. No other factors or criteria will be used in the evaluation. The contract file shall contain the basis on which the award is made. Refer to Utah Code Annotated 65-56-408. (b) The DIVISION can reject any and all proposals. And it can waive any informality, or technicality in any proposal received, if the DIVISION believes it would serve the best interests of the state. (c) Before, or after, the award of a contract the DIVISION has the right to inspect the offeror's premises and all business records to determine the offeror's ability to meet contract requirements. (d) The DIVISION will open proposals publicly, identifying only the names of the offerors. Proposals and modifications shall be time stamped upon receipt and held in a secure place until the due date. After the due date, a **register** of proposals shall be established. The **register** shall be open to public inspection, but the proposals will be seen only by authorized DIVISION staff and those selected by DIVISION to evaluate the proposals. The register and contract awards are posted under "Vendor Info" at www.purchasing.utah.gov. The proposal(s) of the successful offeror(s) shall be open for public inspection for 90 days after the award of the contract(s). (e) Utah has a reciprocal preference law which will be applied against bidders bidding products or services produced in states which discriminate against Utah products. For details see Section 63-56-404 and 63-56-405, Utah Code Annotated. (f) Multiple contracts may be awarded if the State determines it would be in its best interest.

9. ANTI-DISCRIMINATION ACT: The offeror agrees to abide by the provisions of the Utah Anti-discrimination Act, Title 34 Chapter 35, U.C.A. 1953, as amended, and Title VI and Title VII of the Civil Rights Act of 1964 (42 USC 2000e), which prohibit discrimination against any employee or applicant for employment, or any applicant or recipient of services, on the basis of race, religion, color, or national origin; and further agrees to abide by Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; 45 CFR 90 which prohibits discrimination on the basis of age, and Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990, which prohibits discrimination on the basis of disabilities. Also offeror agrees to abide by Utah's Executive Order, dated March 17, 1993, which prohibits sexual harassment in the workplace. Vendor must include this provision in every subcontract or purchase order relating to purchases by the State of Utah to insure that the subcontractors and vendors are bound by this provision.

10. WARRANTY: The contractor agrees to warrant and assume responsibility for all products (including hardware, firmware, and/or software products) that it licenses, contracts, or sells to the State of Utah under this contract for a period of one year, unless otherwise specified and mutually agreed upon elsewhere in this contract. The contractor (seller) acknowledges that all warranties granted to the buyer by the Uniform Commercial Code of the State of Utah applies to this contract. Product liability disclaimers and/or warranty disclaimers from the seller are not applicable to this contract unless otherwise specified and mutually agreed upon elsewhere in this contract. In general, the contractor warrants that: (1) the product will do what the salesperson said it would do, (2) the product will live up to all specific claims that the manufacturer makes in their advertisements, (3) the product will be suitable for the ordinary purposes for which such product is used, (4) the product will be suitable for any special purposes that the State has relied on the contractor's skill or judgement to consider when it advised the State about the product, (5) the product has been properly designed and manufactured, and (6) the product is free of significant defects or unusual problems about which the State has not been warned. Remedies available to the State include the following: The contractor will repair or replace (at no charge to the State) the product whose nonconformance is discovered and made known to the contractor in writing. If the repaired and/or replaced product proves to be inadequate, or fails of its essential purpose, the contractor will refund the full amount of any payments that have been made. Nothing in this warranty will be construed to limit any rights or remedies the State of Utah may otherwise have under this contract.

11. DEBARMENT: The CONTRACTOR certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If the CONTRACTOR cannot certify this statement, attach a written explanation for review by the STATE.

12. ENERGY CONSERVATION AND RECYCLED PRODUCTS: The contractor is encouraged to bid Energy Star certified products or products that meet FEMP (Federal Energy Management Program) standards for energy consumption. The State of Utah also encourages contractors to bid products that are produced with recycled materials, where appropriate, unless otherwise requested in this solicitation.

13. GOVERNING LAWS AND REGULATIONS: All State purchases are subject to the Utah Procurement Code, Title 63, Chapter 56 Utah Code Annotated 1953, as amended, and the Procurement Rules as adopted by the Utah State Procurement Policy Board (Utah Administrative Code Section R33). These are available on the Internet at www.purchasing.utah.gov.

REQUEST FOR PROPOSAL
Solicitation # RM6009

A Comparative Image and Awareness Study for State of Utah Tourism Promotion

Governor's Office of Economic Development (GOED)
Office of Tourism Development

PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The Utah Office of Tourism (Office) is seeking the professional services of a research firm to work as a collaborative partner in acquiring research that will assist the Office in marketing and promoting Utah as a travel destination to regional, national, and international markets. The purpose of this request for proposal is to enter into a contract with a qualified firm to provide research data and analysis describing how potential out-of-state visitors perceive Utah as a tourist destination. Also, the study should describe how Utah is perceived as a tourist destination compared to competing western states.

This RFP is designed to provide interested offerors with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the specifications to evidence service capability under any agreement. Based on submissions, it is understood that this RFP may be awarded to a single offeror, or portioned to more than one offeror based on expertise and capability.

BACKGROUND

The Utah Office of Tourism is the state agency responsible for branding and marketing Utah to a variety of audiences including: potential tourists and visitors, the travel trade industry, and where appropriate to business, film, media, and cultural development opportunities.

The Office's mission is to improve the quality of life of Utah citizens through revenue and tax relief, by increasing the quality and quantity of tourism visits and spending.

The mission is served in part by economic development activities created by the Office of Tourism, leveraged with other Governor's Office of Economic Development efforts, and continual cooperation with internal and external tourism stakeholders.

Marketing the brand, as well as communicating our various natural venues, vacation options, cultural and heritage attractions, and overall destination quality are central to our mission. Specifically, we classify most marketing opportunities into three categories:

1. Co-op Opportunities: tactics used to develop and showcase the Utah brand including co-op partnerships that reinforce the brand and target out-of-state visitors.
2. Winter Campaign: tactics used to promote skiing, snowboarding, snowmobile, winter adventure, cultural attractions and any and all festivals, events, and activities performed during traditional winter months.
3. Warm Weather Campaign: tactics used to promote national parks and state parks, water activities, outdoor adventure, golf, and any and all festivals, events, and activities performed during traditional warm weather months.

To accomplish our mission, the Office of Tourism has identified key initiatives:

1. Bring visitors to the state through the development and implementation of the Utah brand.
2. Increase visitor spending and length of stays.
3. Increase the number of international visitors in all categories.
4. Increase the number of domestic visitors in all categories.
5. Leverage internal and external partners and resources.
6. Improve the quality of life for Utah citizens by job creation and tax burden relief.
7. Position our brand to set the state apart and give us a competitive advantage as a destination location.
8. Establish and provide best practices in client services, technology, information and marketing delivery.
9. Establish highly coordinated marketing and advertising campaign that produces results within set criteria (maximize ROI).

Key marketing strategies and tactics used to fulfill these objectives include:

1. Defining, and if applicable, re-establishing and creating the Utah brand.
2. Marketing to consumer markets as established by research.
3. Marketing to the trade market as established by research.
4. Marketing to the international consumer and trade markets as established by research.

Specifically, we believe the marketing tactics most effective will be, but are not limited to, the following:

1. Public Relations designed to produce stories, reports, and earned media about any of the state's natural, man-made, and/or other tourism offerings.
2. Traditional Consumer Marketing, with an emphasis in television, Internet, magazine, direct mail, outdoor and other electronic means.
3. Non-traditional consumer marketing with an emphasis in viral, new-technology, permission-based tactics and event sponsorship means.
4. Traditional Trade Marketing, with an emphasis in print, promotion, channel and incentive marketing.

These initiatives, strategies and tactics have been established in response to the passage of Senate Bill 1002 (Funding for Tourism). This bill has apportioned \$18 million over two years for the promotion, advertising, and marketing of the state as a tourism destination. Historically, the state budget for similar activities has been \$1 million per year, with a total Office of Tourism operating budget of \$3.9 million. In comparison, the average operating budgets of the western states have been \$8.7 million. Understandably, we have either made little growth, or in some cases, lost market share over the past ten years.

Directly, SB 1002 appropriates \$10 million in fiscal year 2005-06 for tourism development. However, \$2 million (20% annually) must go towards an in-state co-op program designed to help counties, cities, venues, and events attract out-of-state visitors. Additionally, the bill also appropriates \$750,000 (7.5% annually) of FY 2005-06 to non-profit groups that can deliver sports-tourism events to the state. The total amount available for direct spending, production, and accountability is \$7,250,000.

For fiscal year 2006-07, SB 1002 appropriates \$8 million. Likewise 27.5% will be deducted for co-op and sports related activities. The total amount for marketing purposes will be \$5.8 million.

Increased revenue in specific tax codes will provide additional funding for the Office of Tourism under SB 1002. To read SB 1002, go to:
<http://www.le.state.ut.us/~2005S1/bills/sbillenr/sb1002.pdf>

In addition to the funding described in SB 1002, the Office still has an operating budget of approximately \$3.9 million per year that goes towards other programs within the office, such as administrative costs, publications of travel guides, scenic calendars, brochures, welcome centers, call centers, a program for scenic byways, and other programs run by the Office.

A small portion of the operating budget goes towards research. The office has conducted a research program in the past that has included visitor profiles, volume and spending data, an advertising effectiveness study, surveys of skiers, etc. Quantitative studies have been conducted where surveys have been mailed-out, administered over the Internet, or administered in-person. Additionally, qualitative studies have been conducted with focus groups.

The Office recently selected a new ad agency to assist the Office in branding and marketing Utah. The Office will be held even more accountable than in the past to effectively brand and promote Utah. Accurate research and analysis will be crucial to assist the Office and the selected ad agency to promote the state effectively. A domestic visitor profile, volume, and spending data were recently prepared and presented to the Office. Additionally, a Utah international visitor profile and visitor volume study has recently been purchased.

It is anticipated that the Office and ad agency will attempt to re-establish or re-brand the state. In order to do so, research that explains how Utah is perceived in the marketplace is imperative. An advertising effectiveness study completed in 2003 provided much of this information, but a new study is desired to establish a baseline at the beginning of this new era of improved funding for tourism in the state.

ISSUING OFFICE AND RFP REFERENCE NUMBER

The State of Utah Division of Purchasing is the issuing office for this document and all subsequent addenda relating to it, on behalf of the Governor's Office of Economic Development (GOED). The reference number for the transaction is Solicitation # RM6009. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

SUBMITTING YOUR PROPOSAL

One original and seven identical copies of your proposal must be received at the State of Utah Division of Purchasing, 3150 State Office Building, Capitol Hill, Salt Lake City, Utah 84114, prior to the closing date and time specified. Proposals received after the deadline will be late and ineligible for consideration.

The offeror must respond to this RFP by submitting all requested information and addressing all specifications as required herein, in order for the proposal to be evaluated and considered for award

The GOED is not liable for costs incurred by service providers prior to the issuance of any agreements, contracts, or purchase orders, and will not pay for information solicited or obtained. The information obtained will be utilized in determining suitability of services offered.

Proposals should not exceed the space of a 2-inch binder with 8.5 x 11 inch paper. All sections must be tabbed (including the copies). Please avoid using vellum paper. Text must be at least 12 point. All materials become property of the state of Utah.

LENGTH OF CONTRACT

It is anticipated that this RFP may result in a contract award to a single or multiple contractor (s). The Contract resulting from this RFP will be for one year or less, depending on the amount of time required to complete the project. The contract may be extended beyond the original contract period on a year-to-year basis for up to four (4) additional years at the State's discretion and by mutual agreement based on need and/or contractor performance.

PRICE GUARANTEE PERIOD

All pricing must be guaranteed for the entire term of the contract. Following the guarantee period, any request for price adjustment must be for an equal guarantee period, and must be made at least 30 days prior to the effective date. Requests for price adjustment must include sufficient documentation supporting the request. Any adjustment or amendment to the contract will not be effective unless approved by the State Director of Purchasing. The State will be given the immediate benefit of any decrease in the market, or allowable discount.

STANDARD CONTRACT TERMS AND CONDITIONS

Any contract resulting from this RFP will include the State's standard terms and conditions. These may be accessed at:

<http://www.purchasing.utah.gov/contractinfo/TermsAgency.pdf>

QUESTIONS

All questions must be submitted in writing and may be submitted to Roselle Miller, Purchasing Agent via email at: rwmiller@utah.gov or via fax at: (801) 538-3882. Questions are due by 5:00 p.m. on October 17, 2005. Questions received after that date may not be answered. Answers will be given via an addendum posted on the Division of Purchasing website.

DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION)

An oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offerors expense.

PROPRIETARY INFORMATION

The proposal of the successful offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. Pricing and service elements are not considered proprietary. An entire proposal may not be marked as proprietary. Offerors must clearly identify in the Executive Summary and mark in the body of the proposal any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of Utah and may be returned only at the State's option.

DETAILED SCOPE OF WORK

The Office seeks to contract with the awarded vendor to complete the project by February 28, 2006. The following are some of the core issues we need to have answered. The listing should not be considered all encompassing or conclusive. We invite your suggestions.

1. What are the key travel motivators for Utah as a tourist destination?
2. What are the differences in feelings and attitudes about Utah as a tourist destination in the various regions of the U.S.? Regions to be studied should include the Pacific, Mountain, West North Central, West South Central, East North Central, East South Central, New England, Middle Atlantic, and South Atlantic regions of the U.S. as defined by the U.S. Census Bureau.
3. Are there ethnic, cultural and demographic/psychographic/lifestyle differences regarding Utah as a tourist destination?
4. What is Utah's image as a tourist destination compared to competing states in the West, including Colorado, Arizona, California, New Mexico, and Nevada? This would include Utah's image strengths and image weaknesses.
5. How does Utah's image among those who have never visited the state compare to Utah's image among those who have visited in the last two years?
6. In the various regions of the United States, where do potential visitors fall on this hierarchy (or something similar):

Awareness of Utah as a tourist destination

Interest in visiting Utah as a tourist destination

Evaluation of Utah as a tourist destination compared to competitive destinations

Behavioral intention to visit Utah in the near future

7. Where do potential visitors fall on the hierarchy listed in #6 above (or a similar method of analysis), when considering Utah as a destination for each of the following activities:

Entertainment

Shopping

Dining

Skiing

National or state parks

Golf

Hiking/biking

Other adventure sports
Historic Sites
Sightseeing
Nature
Museum, Art Exhibits
Festivals
Watch Sports
Cultural Events
Genealogy

Results of the study and analysis of the results are expected to be presented to the Office in both written and verbal formats.

PROPOSAL RESPONSE FORMAT

All proposals must be organized and tabbed with labels for the following headings:

1. **Letter of Transmittal.** The letter of transmittal should include an introduction of the offeror's company; company Internet URL; and the name, address, and phone number of the person to be contacted in conjunction with others who are authorized to represent the company in dealing with this RFP. The letter should also include an expression of the offeror's ability and desire to meet the requirements of this RFP. Any other information not appropriately contained in the proposal itself should also be included.
2. **RFP Form.** The State's Request for Proposal form completed and signed.
3. **Executive Summary.** The one or two page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.
4. **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:
 - A. A complete narrative of the offeror's assessment of the work to be performed, the offeror's ability and approach – including methodology and the reason that particular methodology is preferred, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired overall performance expectations. Clearly indicate any options or alternatives proposed.

- B. A specific point-by-point response, in the order listed, to each requirement in the RFP.
5. **Cost Proposal.** Cost will be evaluated independently from the technical proposal. Please enumerate all costs on the attached Cost Proposal Form.
 6. **Company Facts and History.** Provide the size of the company in number of employees, and a list of premier clients and current and/or former tourism-related clients.
 7. **Personnel.** A list of all key personnel, who will have direct and significant responsibilities for providing the services specified in the RFP. For each person specified, establish his or her experience relevant to his or her ability to manage this study.
 8. **Experience and Qualifications.** A statement of the company's and key personnel's previous experience with similar projects and/or any other experience which qualifies him or her to successfully complete the project.
 9. **Subcontracting.** The planned use of any and all subcontractors must be clearly explained in the proposal. However, the prime offeror shall be responsible for all costs and contract performances if subcontractors are used. *Current employees of the State of Utah or any other governmental agency and consulting affiliates of the GOED may not participate as subcontractors.* The GOED has the right to approve all subcontractors and review qualitative research conducted by the subcontractor.
 10. **Timeframe.** The offeror must be able to complete the study by February 28, 2006. Please describe the amount of time needed to complete various stages of the project, and please explain the total amount of time needed to complete the entire project.
 11. **Summary.** Offeror should restate in one sheet or less, the specific reasons they feel they are best qualified, suited, and capable of being awarded the contract in question.

PROPOSAL EVALUATION CRITERIA

A committee will evaluate proposals against the following weighted criteria. Each area of the evaluation criteria must be addressed in detail in proposal.

<u>WEIGHT</u>	<u>EVALUATION CRITERIA</u>
30 %	Cost
25 %	Demonstrated ability to meet the scope of work
25 %	Demonstrated technical capability (proven track record), etc.
20 %	Qualification and expertise of staff proposed for this project

COST PROPOSAL

Offeror's name: _____

Cost is to be submitted based on the following:

(Any deviation from this format may result in disqualification of proposal)

Total price for completion of the project: \$_____

RFP Evaluation Score Sheet

Comparative Image Survey - Solicitation #RM6009 RFP EVALUATION SCORESHEET

Firm Name: _____

Evaluator: _____

Date: _____

Score will be assigned as follows:

0 = Failure, no response

1 = Poor, inadequate, fails to meet requirement

2 = Fair, only partially responsive

3 = Average, meets minimum requirement

4 = Above average, exceeds minimum requirement

5 = Superior

		Score	Weight (0-5)	Points
1. Demonstrated Ability to meet scope of work (30 points possible)		----	----	----
Capability to determine key travel motivators	5 points possible		X 1	
Capability to determine feelings and attitudes in various regions of the U.S. and ability to determine if ethnic, cultural, and demographic/psychographic/lifestyle differences regarding Utah exist	5 points possible		X 1	
Capability to determine Utah's comparative image – strengths and weaknesses	5 points possible		X 1	
Capability to determine Utah's image among those who have never come vs. those who have visited in last 2 years	5 points possible		X 1	
Capability to determine where Utah in people's minds using the behavioral model (or something similar)	5 points possible		X 1	
Capability to determine where Utah stands in people's minds regarding specific activities using the behavioral model (or something similar)	5 points possible		X1	
2. Demonstrated Technical Capability (20 points possible)		----	----	----
Direct experience in tourism-related and/or image research projects	10 points possible		X 2	
Ability to complete project in a timely fashion	10 points possible		X 2	
3. Qualification and Expertise of Staff (20 points possible)		----	----	----
Expertise of staff involved in project	5 points possible		X 4	
5. Cost (30 points possible)	30 points possible			* Inserted by Purchasing
TOTAL EVALUATION POINTS	(100 points possible)		Total	

* Purchasing will use the following cost formula: The points assigned to each offerors cost proposal will be based on the lowest proposal price. The offeror with the lowest Proposed Price will receive 100% of the price points. All other offerors will receive a portion of the total cost points based on what percentage higher their Proposed Price is than the Lowest Proposed Price. An offeror whose Proposed Price is more than double (200%) the Lowest Proposed Price will receive no points. The formula to compute the points is: Cost Points x (2- Proposed Price/Lowest Proposed Price).